Tourism, Culture, Sport and Big Society

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Big Society Works Ltd

Commonality across agenda

- Choice vs necessity
- Associated with cost
- Motivation to inspire behavioural change
- Social and economic outcomes

Emerging challenges

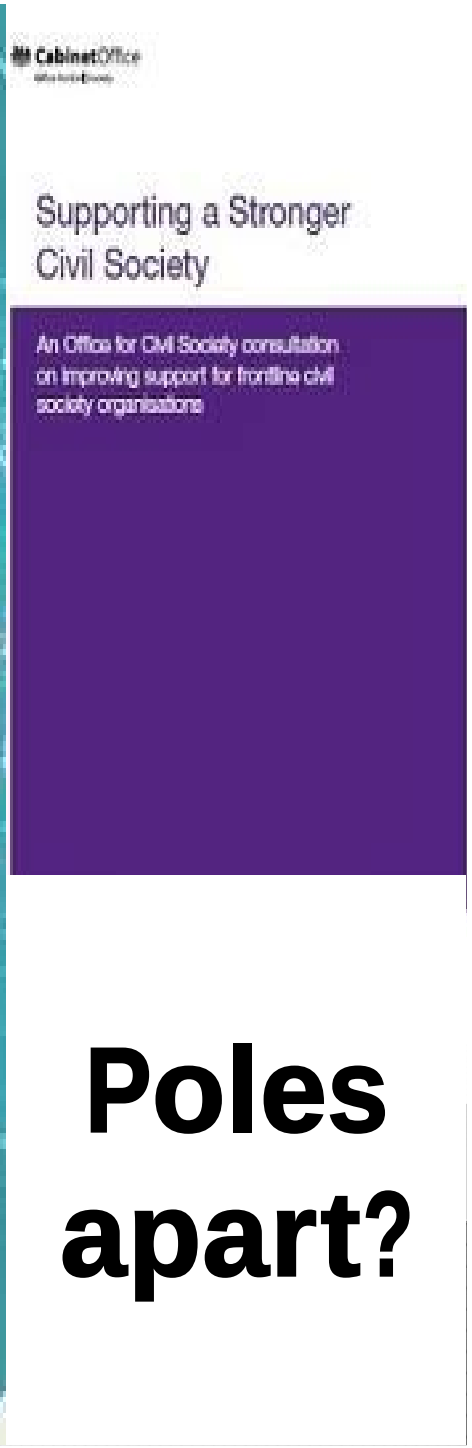
- Less disposable income
- Fewer public funds to deliver alone
- Move from *deliverer* to *enabler*

Communities in control

Real people, real power

2008

2010



Poles apart?

Big Society Concept

Personal and shared responsibility

Consumer ------→ Participant --------→ Producer

Customer of the state Served by Council DEPENDENT	Helps to inform /shape state-led activity Co-operation	Shares responsibility with state Co-production INTER-DEPENDENT

'A social revolution equivalent to our economic revolution'

Rt Hon David Cameron MP

‘Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime’

seeing is believing...

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Harry pledges to **play more football**

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1 month ago

Steve pledges to **get fitter not fatter by 2012**

2 weeks ago

Katie pledges to **be gud for my mum**

2 weeks ago

Philip pledges to **run half a marathon in 2 hours**

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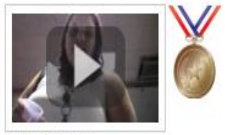

2 weeks ago

David lloyd

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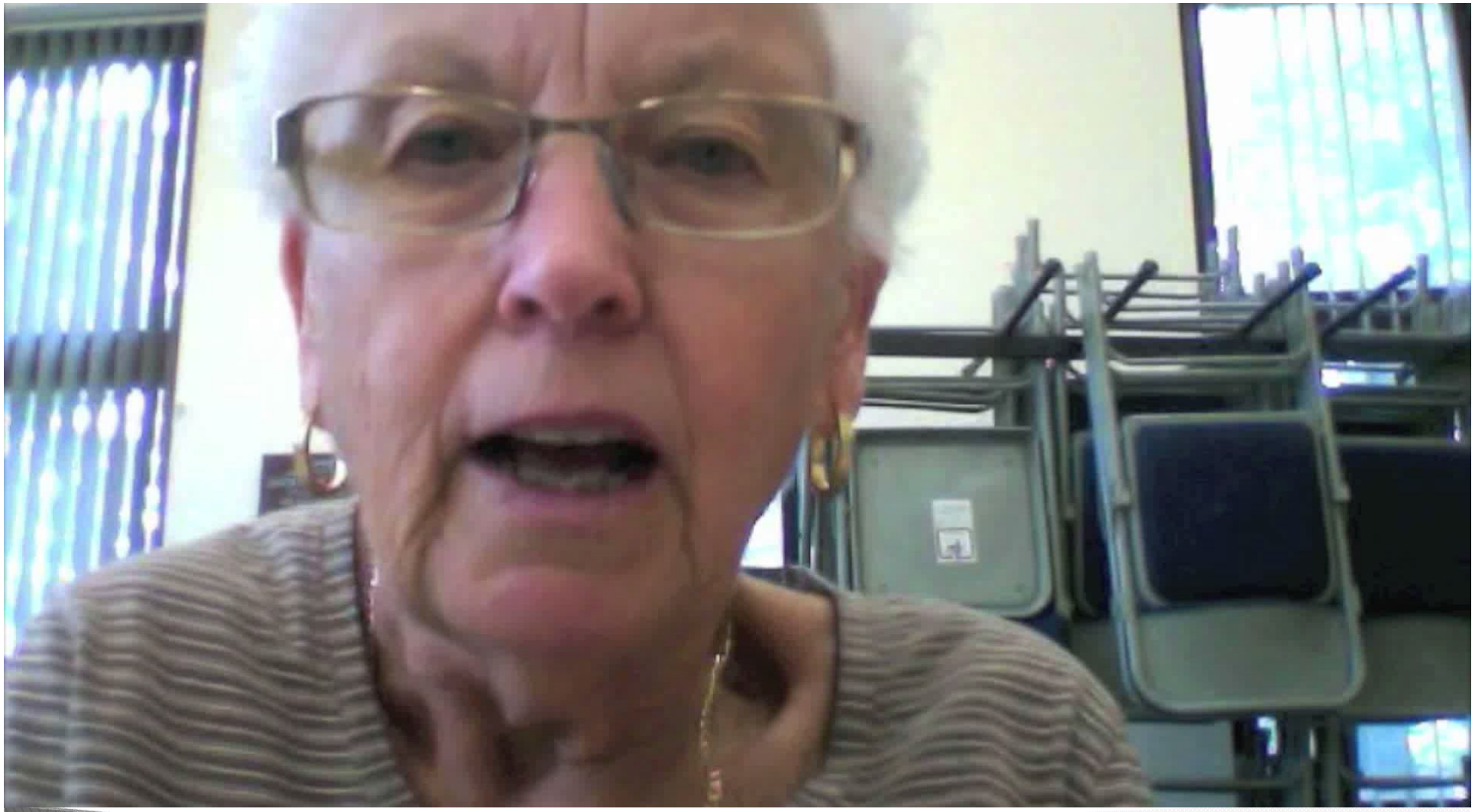

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